



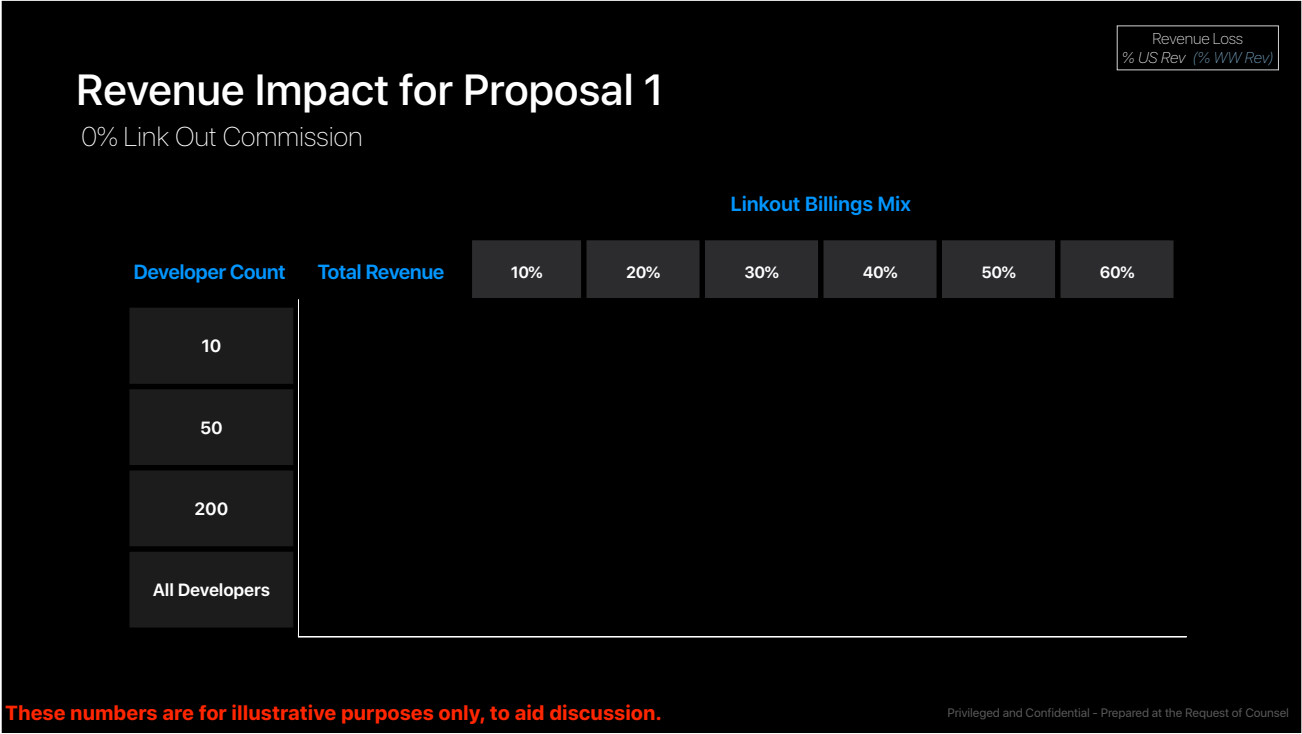
Wisconsin Financials Follow-Up

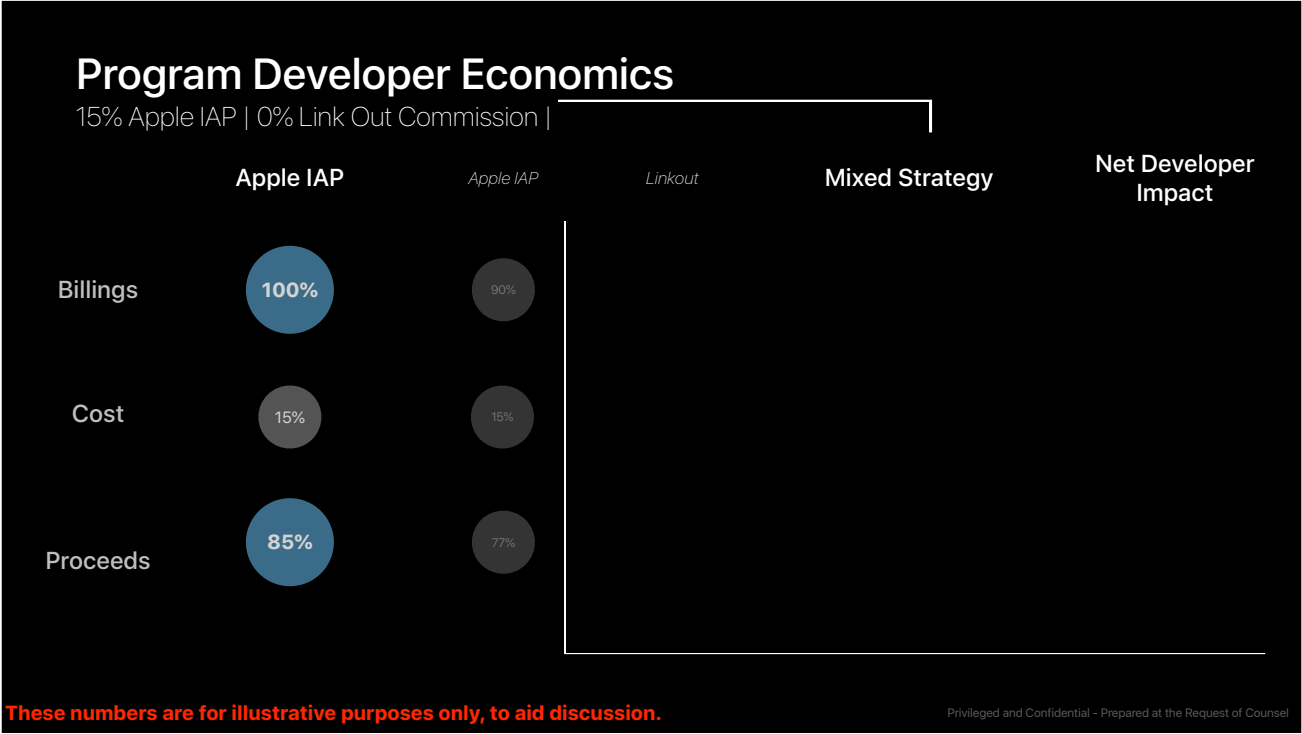
May 2023
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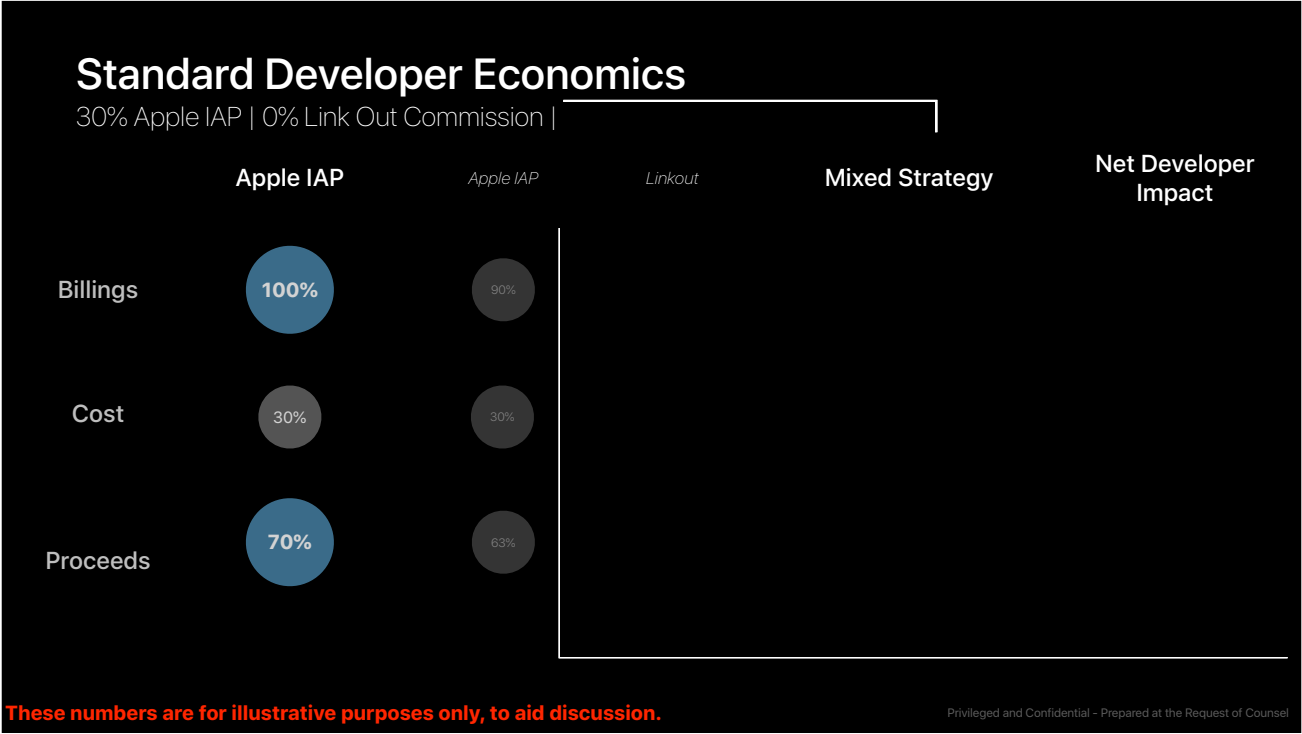
For Discussion Only

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U.S. District Court - NDCAL
4:20-cv-05640-YGR-TSH
Epic Games, Inc. v Apple Inc.
Ex. No. **CX-1304**
Date Entered _____
By _____







Customer Adoption Range Examples



Discounted pricing offered
outside the App Store

Out-of-app marketing to
high spenders



Discounted bundle offered
outside the App Store

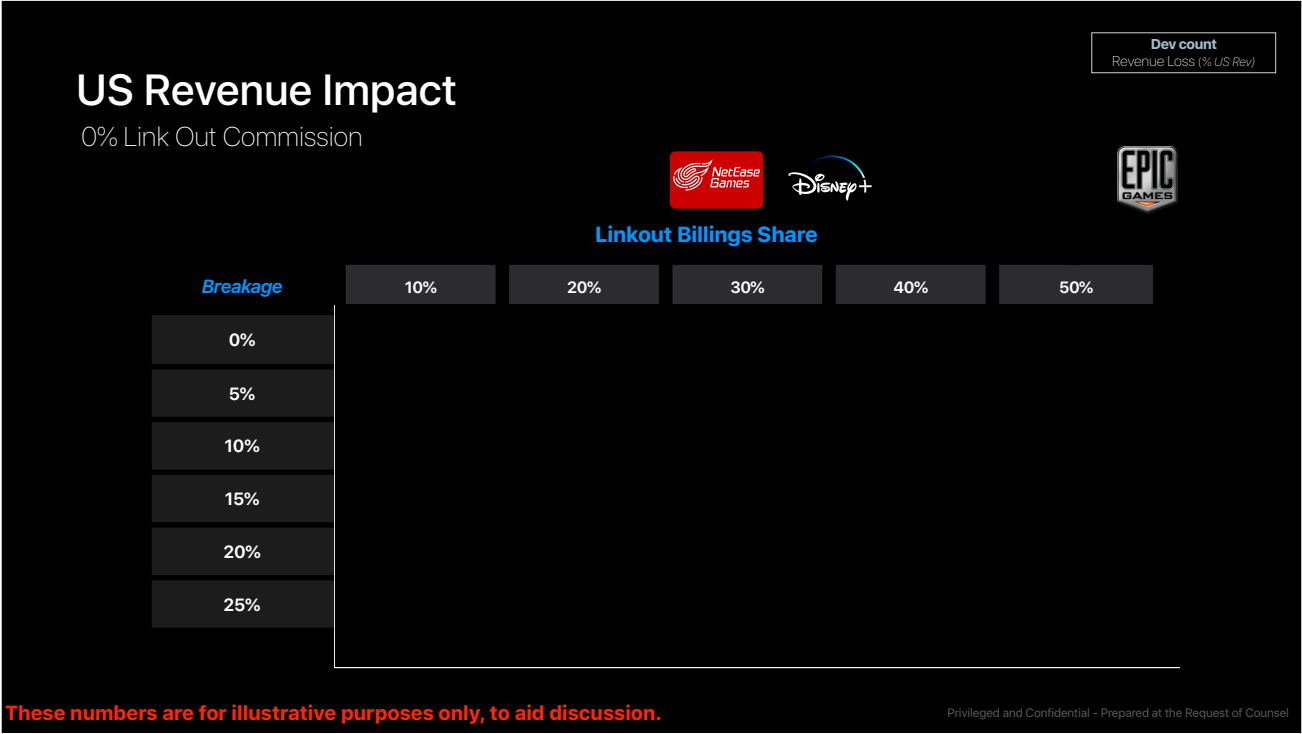
No App Store purchase
option for bundle



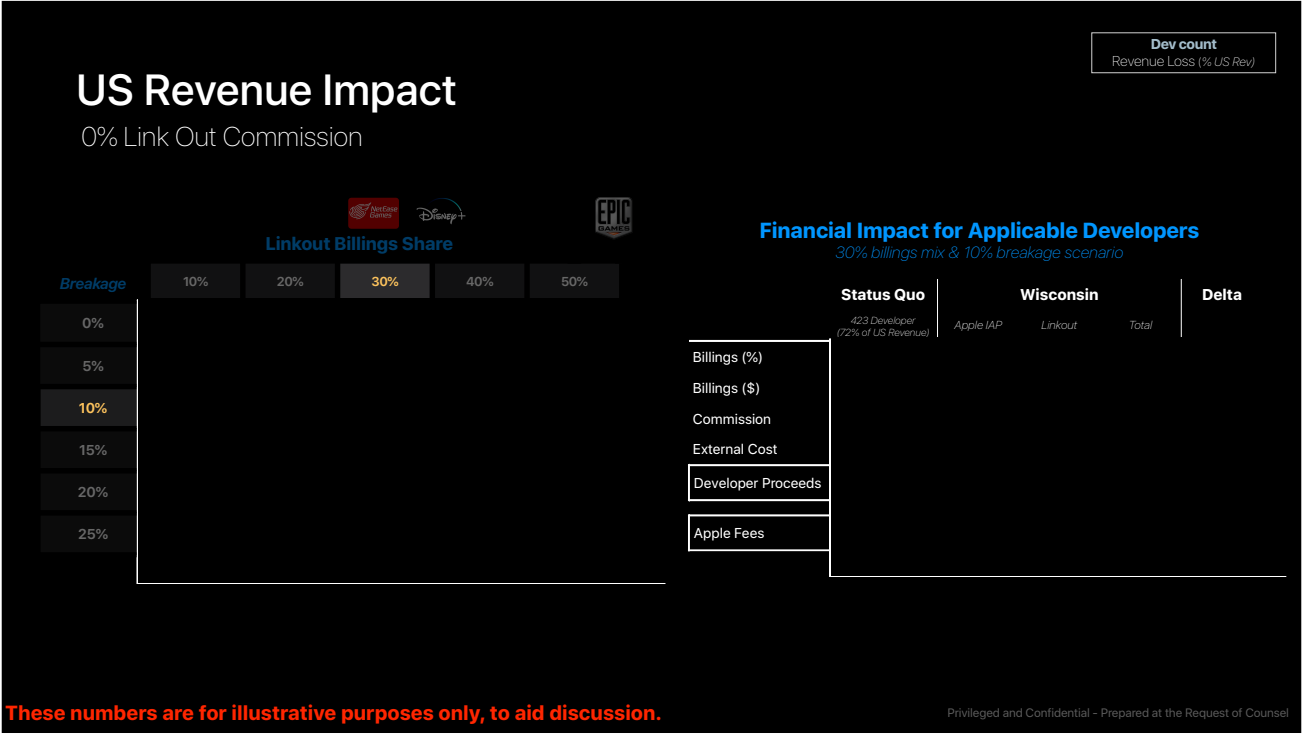
Discounted pricing
merchandised in-app

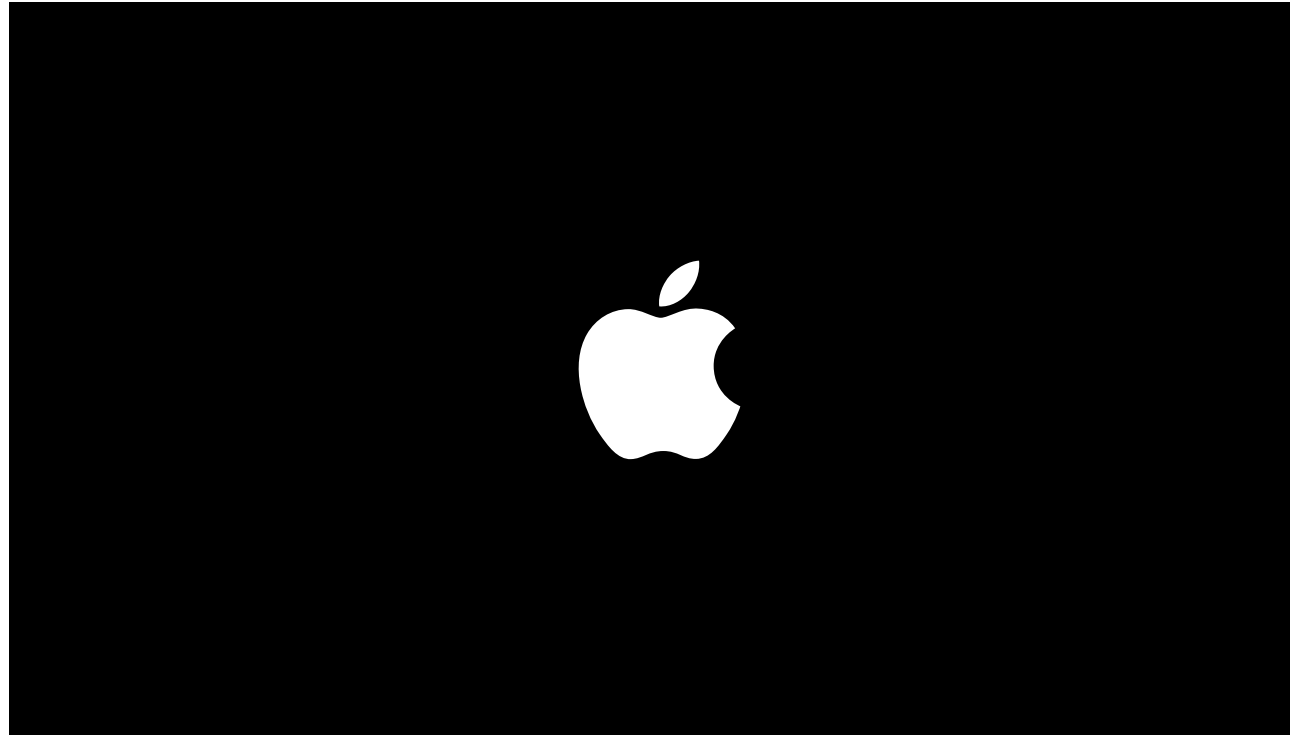
Offered side-by-side with
in-app purchase

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EU Revenue Impact

DMA Model | 0% Link Out Commission |



These numbers are for illustrative purposes only, to aid discussion.

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